

# Impact of Viral Advertising on Product Promotion : An Experimental Study

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## Abstract

The study assessed the impact of viral advertising on product promotion. For this, an experimental study was first conducted to assess the effectiveness of a viral advertisement of Amway products (home, beauty, and nutrition) which was liked and shared maximum number of times over the Internet. For the purpose, one-group pretest - post test research was undertaken. The advertisement was shown to 450 respondents belonging to Punjab. The responses (before & after watching the advertisement) were evaluated using McNemar test. The results revealed that the viral advertisement of Amway products, selected for purpose of experimentation, became successful in generating awareness among the respondents towards the brand and the number of respondents who were aware of Amway products increased significantly after watching the ad. Moreover, the ad also had a significant impact on purchase intentions of the respondents. Those who were not interested in buying the Amway products changed their intentions after watching the advertisement. As far as dissemination behavior of the respondents is concerned, 'perceived quality of products in the video' and 'multimedia effect' were found as the two main factors (ranked 1st and 2nd, respectively) inducing the participants to forward the video of Amway products. To generalize the results pertaining to viral advertisements of brands, a second study was conducted on the same set of respondents to explore general factors which motivated them to share viral advertisements on YouTube, social networking sites, etc. These factors included Content of the Video & Feel Good Factor, Intellectual Stimuli, Multimedia Effect & Simplicity of Task, and Concern for Society. Among these factors, the factor : Multimedia Effect & Simplicity of Task had the highest mean score. However, the major findings of both the studies were similar, suggesting some important implications for marketers.

**Keywords :** WOM, viral marketing, viral advertising

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The emergence of the Internet along with broadband capabilities has opened a number of avenues for the marketers to promote their products online across the world (Golan & Zaidner, 2008; Hsieh, Hsieh, & Tang, 2012; Woerndl, Papagiannidis, Bourlakis, & Li, 2008; Zernigah & Sohail, 2012). Almost everyone in the modern world is influenced to some degree by advertising and other forms of product promotion (Belch & Belch, 2003) and one of them is known as electronic word-of-mouth communication or viral marketing. Viral marketing is an electronic extension of traditional word-of-mouth communication, which has brought a transmission in customer-to-customer communication, away from 'traditional word-of-mouth (WOM) networks' and toward 'digital networks' (Golan & Zaidner, 2008 ; Hsieh et al., 2012 ; Xavier & Summer, 2009).

Viral marketing has a number of advantages over traditional (paid) media. Unlike traditional media, the purpose of viral marketing is not only restricted to generate awareness about the brand, it also provokes the consumers to further promote the brand by spreading the message among others (Fairbank, 2008). The leading importance of viral marketing over traditional media was also supported by a survey conducted by The Nielsen Company in the

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year 2009. Nielsen conducted a survey with over 25,000 consumers across more than 50 markets. It was found that non-media channels like peer recommendations were most trusted than paid media channels (Nielsen, 2009). Again, in the year 2012, Nielsen surveyed more than 28,000 Internet respondents in 56 countries. The survey found that 92% of the consumers claimed that they trusted recommendations from friends and family above all other forms of advertising, which showed an increase of 18% since 2007 (Nielsen, 2012). Online consumer reviews were ranked as the second most trusted source, with 70% of global consumers surveyed online indicating that they trusted messages on this platform, an increase of 15% in 4 years (Chaney, 2012). This also initiated the organizations to use viral marketing as a channel of product promotion as the advertising content which provides a gratification relating to social acceptance is more liable to positively influence the intent of the consumers to purchase the product (Venkataraman & Raman, 2016).

Viral marketing is a broad marketing strategy which includes viral advertising too (Porter & Golan, 2006). Viral advertising, a computer mediated word-of-mouth approach, relies on unpaid peer-to-peer sharing of provocative content originated from an identified sponsor with the aim to promote the products of a company (Golan & Zaidner, 2008 ; Porter & Golan, 2006). Therefore, the social referral network of the consumers influences the promotion of products or services (Nigam, 2007).

Viral videos are short media clips which gain widespread popularity through online sharing services such as email, instant messaging, and video sharing websites like YouTube, etc. (Bubba, n.d.). Many organizations are now taking advantages of viral marketing techniques or social media as a marketing tool to promote their products and services by investing their creativity in new avenues such as viral advertising videos (Bubba, n.d. ; Gonzalez, 2009 ; n.d. ; Yadav, 2017). Viral advertising videos have the potential to reach a large number of people in the shortest possible time with an aim to increase brand awareness and sales at marginal cost (Tang, 2006 ; VoteForUs.com, n.d.).

Viral marketing plays a role not only in increasing brand awareness and purchase intentions of the consumers, but it also motivates the consumers to forward viral marketing campaigns to others on the Internet. Therefore, based on relative importance and explosive growth, viral marketing has become an exciting area of research which requires a lot of attention of the researchers.

## **Review of Literature**

There are a number of studies that deal with effectiveness of viral marketing strategies followed by the companies in order to increase brand awareness or to promote their brands or products. Some of these studies are discussed below.

Padgett (2004) and Anderson (2005) claimed that Burger King designed a website in 2004 to sell its new BK Tendercrisp Chicken sandwich and visitors to the site were surprised to see an actor dressed in a chicken suit and garter belt who could do anything (jump, sit, wave) requested by the viewers. As a result, the “subservient chicken” site attracted 14 million unique visitors in just under a year and sales of the company's sandwich steadily increased at an average of 9% per week. Dobeles, Lindgreen, Beverland, Vanhamme, and van Wijk (2007) opined that viral marketing campaigns, if executed effectively, create an instantaneous buzz and help to boost the promotion and distribution of companies' brands and products.

Fairbank (2008) also investigated the effectiveness of viral marketing campaigns on the Internet in generating potential sales and increasing brand awareness. He further suggested that to increase more sales, the viral marketing material created by the companies needs to include information that enables the users to identify the products being promoted. In a similar manner, Rune and Vinberg (2009) conducted an experimental study to measure the impact of viral videos on brand attitude of the group that has seen the video and the group that has not. They found that the content of the video influenced brand attitude positively, which consequently led to increased purchase intentions and intentions to share videos with others on the Internet.

The aim of marketers while launching a viral marketing campaign is to motivate the receivers to forward the video to others on the Internet that ultimately helps them in promoting their brands and products. Channels like e-mail, YouTube, social media (Facebook, MySpace) have the power to spread the message across the world. Online videos are a powerful marketing tool to promote a product, brand, or a company. Therefore, the studies related with factors which motivate the viewers' intention to forward videos to others are discussed below.

Some of the research studies stated that it is content of the message that motivates the consumers to forward it to others (Chiu, Hsieh, Kao, & Lee, 2007 ; Phelps, Lewis, Mobilio, Perry, & Raman, 2004). Fairbank (2008) found 'entertainment' as one of the important motivational factors that influenced the viewers' decisions to forward videos to their friends.

Lethagen and Modig (2008) claimed that message content having features of novelty, meaningfulness, humour, positiveness, and well craftiness was more effective in influencing the intentions of the receivers to forward it to others. On similar lines, Rune and Vinberg (2009) also opined that though content is identified as a single most important factor to make a video 'viral,' but other content related factors such as low level of provocation together with a sense of authenticity as well as high quality content must be taken into account while constructing a more successful viral video campaign. Izawa (2010) also supported the findings of Rune and Vinberg (2009) by stating that people are more likely to share those videos, which they find more enjoyable, intense, informative, and less provocative.

Hsieh et al. (2012) measured the effect of three video related factors on the disseminating behaviour of the consumers associated with e-WOM marketing. They found that humour and multimedia effects had a positive influence on recipients' attitude towards a received online video and forwarding intentions. On the other side, as far as awareness of persuasive content was concerned, it was found to exert a negative influence because the overuse of commercial intent to push products eliminates the viral effect.

In addition to the content of the message, there are some other factors which might motivate the consumers (recipients) to forward the viral advertising videos to others. These factors are related with consumers' engagement in electronic word-of-mouth communication about brands, products, or services. Dichter (1966) found four factors such as product involvement, self-involvement, other-involvement, and message involvement that motivated the consumers to talk about products and services. On similar grounds, Engel, Blackwell, and Miniard (2006) and Sundaram, Mitra, and Webster (1998) supported the study of Dichter (1966) by finding the factors that motivated the consumers to spread positive word-of-mouth. These factors included involvement, self-enhancement, concern for others, message intrigue, dissonance reduction, altruism, platform assistance, economic incentives, etc.

After the review of literature, it can be hypothesized that viral advertising has a positive impact in generating potential sales for a company. Although a number of studies have been cited out that explain the importance of viral advertising in product promotion of a company, there is a dearth of literature in this field which measures the simultaneous impact of viral advertisement on generating awareness towards a brand, purchase intentions of the respondents, and also their intentions to spread these advertisements electronically to others. Hence, an experimental study was made to measure the immediate impact of viral advertisements on respondents' awareness generation and their intentions to purchase the brand as well as their intentions to share the advertising video with others. The study was further extended to explore some general factors that influence the forwarding intentions of the consumers to spread the advertising videos to others on the Internet.

## **Database and Research Methodology**

A sample of 450 respondents was selected representing the population of three major districts of the state of Punjab. These were Jalandhar, Amritsar, and Ludhiana. The target group for a viral advertising video comprised of people who were active on the Internet. Non-probabilistic convenience sampling technique was adopted for selecting the sample. Both experimental and survey based study was carried out to achieve the objectives of the study.

**(1) Experimental Study :** Four viral marketing campaigns were shortlisted for pretesting by showing them to four independent experts in the field of marketing from both the industry and academics. The shortlist was based on our perceptions as well as the comments received and number of “views” clicked on the video sharing site, that is, YouTube. The experts were asked to rate these campaigns in such a way that fulfilled all the parameters of a viral marketing campaign like unique content, easy to spread, help the consumers to incorporate the brand, etc. The advertisement of Amway company (dealing in products of home, nutrition, and beauty) rated high was finally selected for the purpose of experimentation (Amway India, 2016).

One-group pretest - post test research design was adopted in which the experiment was conducted two times on the same respondents to measure the impact of viral advertisements on awareness generation towards the brand and purchase intentions of the respondents. For the purpose of experiment, three rooms were used. Respondents were asked to come one by one from the 1st room to the 2nd room (where the experiment was conducted) and then were sent to the 3rd room to avoid interaction with the respondents seated in the 1st room. The environment in which we conducted the experiment was controlled, and it took around two months to complete the experiment, that is, from March - May 2016.

For analysis of the data collected through experiment, non-parametric McNemar's test was used. The respondents were administered a pretest on dichotomous dependent variables such as brand awareness and purchase intentions. Following the pretest, all of the respondents were exposed to an experimental treatment, after which they were administered a post test on the same dichotomous dependent variables. The hypotheses were evaluated with a before - after design - to examine whether there existed any significant difference between the pretest and post test scores of the respondents on dependent variables (Sheskin, 2000).

For this purpose, two questionnaires were prepared to collect data before and after the participants had viewed a viral advertising video of a company named Amway. The first questionnaire contained three questions designed to know if the participants had any prior knowledge of Amway company. They were also asked whether they preferred to buy the products of the company or not. The second questionnaire was divided into two parts, part A and B which was filled by the respondents after watching the advertising video. Part A comprised of the same three questions that were part of the first questionnaire along with one additional question, which was asked to the respondents to rank the five factors from 1 to 5, which served as main motivator for them to forward video of Amway company to others on the Internet. The rank 1 was assigned to the factor that was *least important* and so on until the rank 5, which was assigned to the factor which they found *most important* in arousing their interest to forward this video to others. These five factors were explored by conducting a pilot survey on a sample of 75 respondents.

**(2) Survey Based Study :** Part B of the questionnaire was set in a general way to explore the factors that make a viral advertising video “viral”. A self-administered questionnaire style was chosen in order to receive high response from the respondents. The 12 statements were derived from the review of literature relating to receivers' dissemination behavior. Out of 12 statements, three were statements adopted from the study by Hsieh et al. (2012). These statements were then modified slightly to fit the objective of the study. These were, “Video has rich sound effects,” “Video is rich in visual effects,” and “The video is a commercial that is trying to sell a specific product or specific brand to me.” The statements were quantified on a Likert 5 point continuum (1= *strongly agree* and 5 = *strongly disagree*). Exploratory factor analysis technique was applied on these statements to explore the factors that motivated the respondents to forward the viral advertising video to others on the Internet.

**(3) Hypotheses of the Study :** Based on the review of past studies relating to viral marketing, viral marketing campaigns, or viral advertising videos, the following hypotheses were framed in the present study to measure the impact of viral advertisements on generation of awareness towards the brand and purchase intention of the consumers.

↳ **H0<sub>1</sub>:** There is no significant difference in awareness of the respondents towards the brand after watching the viral advertising video, that is, the ad has no significant impact on generation of brand awareness among the respondents.

↳ **H0<sub>2</sub>:** There is no significant difference in purchase intentions of the respondents after watching the viral advertising video.

## Analysis and Results

Two studies were carried out to accomplish the objectives. In the first study, an experiment was conducted on respondents, in which they were exposed to stimuli (Amway products ad) and in the second study, a survey was conducted to collect data from the respondents.

**(1) Study 1 - The Use of Viral Advertising Video in Generating Brand Awareness :** The Table 1(a) depicts that the number of participants who were aware of Amway brand increased significantly from 198 to 450 after the viral marketing video was shown to them. It indicates that the respondents were exposed to the brand through advertising content and they were able to retain this information while answering the second questionnaire. Moreover, after watching the video, they had become more able to list different varieties of products (home, health, and beauty) sold by the company about which they were not familiar earlier.

The test statistics (Table 1(b)) also report the chi square value (250.004) and the corresponding  $p$  - value, which is less than 0.05. Therefore, we reject the null hypothesis  $H0_1$  at the 5% level of significance. Hence, there is a significant difference in the number of respondents who became aware towards the brand after watching the viral advertising video. Hence, viral advertisements help in generating awareness among the respondents towards a brand.

**(i) Effect of Viral Advertising Video on Purchase Intentions of the Respondents :** The experiment was conducted on 450 participants to measure the effectiveness of viral marketing campaign in product promotion of a company. McNemar test was applied to measure the impact of viral advertising video on purchase intentions of the

**Table 1(a). Awareness Generation of Amway Brand/Products : Before and After Watching Video**

Response →	Yes	No	Total
Awareness Generation ↓	(N)	(N)	
Before watching video	198	252	450
After watching video	(198 + 252)450	0	450
$N$ = Number of Respondents			

**Table 1(b). Test Statistics<sup>b</sup>**

Awareness Generation (Before & After Watching Video)	
$N$	450
Chi-square <sup>a</sup>	250.004
Asymp. Sig.	.000

a. Continuity Corrected

b. McNemar Test



**Table 2(a). Purchase Intention of Amway Brand : Before and After Watching Video**

Response →	Yes	No	Total
Purchase Intention	(Number of Respondents)	(Number of Respondents)	
↓			
Before watching video	105	345	450
After watching video	(105 + 250)355	5	450

**Table 2(b). Test Statistics<sup>b</sup>**

Purchase intention before & after watching video	
N	450
Chi-square <sup>a</sup>	248.004
Asymp. Sig.	.000

a. Continuity Corrected

b. McNemar Test

respondents. The output (Table 2(a)) displays the data in two-way frequency table which indicates that before watching the advertising video of Amway products, only 105 respondents were willing to buy its products. However, after watching the video, 250 respondents, who were earlier not interested in buying the products of the company, changed their minds and got willing to buy the products. The listing also reports (Table 2b) the chi square test statistics (248.004) and the corresponding  $p$  - value ( $p < 0.05$ ). Therefore, we reject the null hypothesis  $H_0$  at the 5% level of significance. Hence, there is a significant change in purchase intentions of the respondents after watching the advertising video of Amway company. This strongly suggests that the video had a positive effect in terms of generating potential sales for Amway company.

The findings of the study are identical with the results of the studies by Fairbank (2008) and Rune and Vinberg (2009). This indicates that the viral marketing campaigns are successful in increasing awareness of the brand among the consumers, which ultimately motivates them to purchase the products also.

**(ii) Main Motivators to Share the Video of Amway Company :** This section is related with determining the components which motivated the participants the most to share the video of Amway company with others on the Internet. The participants were asked to rank the five components from 1 to 5 (1 being the *weakest* and 5 being the *strongest*) which motivated them to forward this video to their family members/friends, etc.

From the responses of the participants (Table 3), it was observed that “perceived quality of the products” in the video was the main motivator for them to convey to their friends that the company offers good quality products. It scored 1st rank. Hence, the findings of the study would further help the advertisers in designing of the advertisements as advertisers have to demonstrate the quality of the products in the advertisements to motivate the respondents to share the advertising videos. “Multimedia effect” scored 2nd rank, which reveals that the video with rich audio and visual effects worked as main motivator to influence the dissemination behaviour of the respondents. This result is in line with the study results of Hsieh et al. (2012) on dissemination behaviour of eWOM marketing.

The components “Message involves low persuasive intent of the company” and “Entertainment” scored 3rd and 4th ranks as compared to the first two components, which indicates that the respondents did not consider them as main motivators to share the video of the company. Moreover, the respondents did not give much importance to the component, “Make my friends happy” and it was perceived to be less important by the respondents that influenced their decision to share the video, so it was ranked 5th. Therefore, it can be concluded from the Table 3 that there are mainly two strongest components that motivated the participants to forward the video of Amway company.

**Table 3. WAS and Ranks of Motivators to Share Video of Amway**

Ranks→ Motivators ↓	1	2	3	4	5	Total	WAS	Overall Perceived Rank
A	12	144	110	74	110	450	2.72	3
B	92	138	122	50	48	450	3.39	2
C	204	92	75	29	50	450	3.82	1
D	50	45	72	135	148	450	2.36	5
E	92	31	71	162	94	450	2.7	4
Total	450	450	450	450	450			

Note : A: Message involves low persuasive intent of the company ; B: Multimedia Effect ; C: Perceived Quality of products in the Video; D: Make my friends happy ; E: Entertainment

To make this study more generalized, efforts were made to explore more factors that motivated the respondents to forward viral advertising videos of companies to others on the Internet via YouTube, Facebook, etc.

**(2) Study 2 :** The multivariate statistical technique of factor analysis is used to condense the information contained in a number of original variables into a smaller set of composite dimensions with minimum loss of information (Hair, Ralph, Ronald, & William, 1995). To proceed first, the reliability of the instrument was determined by using Cronbach's alpha that was found to be greater than 0.7 (i.e. 0.750), which is the commonly accepted threshold (Nunnally & Berstein, 1994), hence laying the foundation for further analysis. The value of KMO test is 0.740, which is greater than 0.5, which reveals the adequacy of the sample. Bartlett's test of sphericity indicates the strength of the relationship among the variables. The observed significance level is 0.000. It is concluded that the strength of the relationship among the variables is strong.

A set of 12 statements were then subjected to factor extraction using principal component method. The objective of using this method is to determine the minimum number of factors that determine the maximum number of

**Table 4. Factor Extraction, Factor Loadings, and Cronbach's Alpha**

Factor Number	Name of Dimension	Statement	Factor Loadings
<b>F1</b>	<b>Content of the Video and Feel Good Factor</b> (Cronbach's alpha = 0.719)	The content of the video is true or authentic.	.782
		The video is worth sharing with others.	.789
		The video is unique and innovative.	.818
		In my opinion, good companies should be supported.	.614
<b>F2</b>	<b>Intellectual Stimuli</b> (Cronbach's alpha = 0.798)	The video is a commercial that is trying to sell a specific product or specific brand to me.	.759
		I would get monetary rewards from the company for sharing it with others.	.630
		My friends would admire me after watching the video.	.708
		My contribution shows others that I am an active person.	.795
<b>F3</b>	<b>Multimedia Effect and Simplicity of Task</b> (Cronbach's alpha = 0.712)	Video has rich sound effects.	.787
		Video is rich in visual effects.	.738
		The video is small in size ; so, it is easy to upload on Facebook, YouTube etc.	.802
<b>F4</b>	<b>Concern for Society (NA)</b>	The video is non-commercial in nature.	.867

Note: (NA) means not applicable. Here, Cronbach's alpha cannot be calculated because this factor has only a single variable.

variance in data. Based on Eigen values, four factors were extracted using latent root criterion and varimax rotation. The Eigen values represent the amount of variance accounted for by a factor and Eigen values greater than 1 are significant. The index for the present solution accounts for 69.033% of the total variation and we lost only 30.967% of the information content in our study. For our sample of 450 respondents, a factor loading of 0.5 and above has been considered significant. The Table 4 provides a summary of the factor loadings together with the Cronbach's alpha of each construct which is greater than 0.7, the minimum accepted level.

✎ **Evaluation of Motivational Factors for Sharing Advertising Videos on the Internet** : The four dimensions, which were determined from the factor analysis were evaluated using the results of descriptive analysis as shown in Table 5. The mean value nearer to 1 and 5 indicates *strong agreement* and *disagreement* with the statement respectively.

**(i) Content of the Video and Feel Good Factor** : It has been found from the Table 5 that true or authentic content of a video motivates the individuals to forward the video of a company to others on the Internet ( $M = 2.0200$ ). Most of the respondents were of the opinion that they would like to share unique and innovative videos ( $M = 1.8000$ ) with their friends and which are also worth sharing with others ( $M = 1.6933$ ). Respondents also thought that if a company is good in reputation, then it would be better to support it by sharing its viral videos ( $M = 2.0244$ ).

**(ii) Intellectual Stimuli** : The respondents did not fully agree with the statement, "The video is a commercial that is trying to sell a specific product or specific brand to me" and here, the mean score is ( $M = 2.4733$ ) (Table 5). Hsieh et al. (2012) in their study found that consumers were motivated to forward only those online videos that involved low persuasive intent of a company, and if viewers recognized any persuasive tactic in an online video, they may reject it. On the other hand, monetary incentives offered by a company to motivate the Internet users for spreading their videos do not prove to be successful. Only few persons are inspired by such incentives ( $M = 2.9133$ ). Therefore, monetary incentives cannot be claimed to be a motivating factor in influencing the dissemination

**Table 5. Mean Score of Factors Relating to Sharing of Advertising Videos on the Internet**

Name of Dimension	Statement	Mean
<b>Content of the Video and Feel Good Factor</b>	The content of the video is true or authentic.	2.0200
	The video is worth sharing with others.	1.8000
	The video is unique and innovative.	1.6933
	In my opinion, good companies should be supported.	2.0244
	<b>Overall Mean (M) of Content of the Video and Feel Good Factor</b>	<b>1.8844</b>
<b>Intellectual Stimuli</b>	The video is a commercial that is trying to sell a specific product or specific brand to me.	2.4733
	I would get monetary rewards from the company for sharing it with others.	2.9133
	My friends would admire me after watching the video.	2.6178
	My contribution shows others that I am an active person.	2.7200
	<b>Overall Mean (M) of Intellectual Stimuli.</b>	<b>2.6811</b>
<b>Multimedia Effect and Simplicity of Task</b>	Video has rich sound effects.	1.8978
	Video is rich in visual effects.	1.6267
	The video is small in size ; so, it is easy to upload on Facebook, YouTube etc.	1.9400
	<b>Overall Mean (M) of Multimedia Effect and Simplicity of Task</b>	<b>1.8215</b>
<b>Concern for Society</b>	The video is non-commercial in nature.	1.8800



behaviour of the customers. “My friends would admire me after watching the video” and “My contribution shows others that I am an active person” scored mean values of 2.6178 and 2.7200, respectively. It has been found from the analysis that only persons of extrovert nature would like to spread viral videos for their self-enhancement.

**(iii) Multimedia Effect and Simplicity of Task :** Both the statements, “Video has rich sound effects” and “Video is rich in visual effects” also have mean values of 1.8978 and 1.6267, respectively. Most of the respondents agreed that audio and visual effects of videos motivated them to share the same with others on the Internet. It was also found that the respondents were willing to forward only those type of videos which were small in size and easy to upload ( $M = 1.9400$ ).

**(iv) Concern for the Society :** Mostly, respondents liked to forward non-commercial videos which are helpful for the society or which are related with some social issue ( $M = 1.8800$ ). From the overall mean score of the factors, it was found that factors named as Multimedia Effect and Simplicity of Task, Concern for Society, and Content of Video and Feel Good Factor are the main motivators that influenced the forwarding intentions of the customers to make a video viral.

## Discussion

In the present marketing scenario, viral advertising has become more popular through the process of Internet sharing. It is an electronic advertising tool used by the companies to promote their products, services, or brands. The effectiveness of viral advertising can be adjudged if it helps in generating brand awareness and potential sales too. Moreover, the effectiveness of viral advertising can be increased over a number of times if it becomes successful in influencing the forwarding intentions of the customers.

In the present experimental study, it was found that viral advertising has become successful in generating brand awareness among the respondents and the number of respondents who were aware went up significantly after watching the viral advertising video of Amway products. On the other side, it was also observed from the analysis that viral advertisement has a significant impact on purchase intention of the respondents. Those who were not interested in buying the products of the company had changed their purchase intentions after watching the viral advertising video of Amway products. As far as dissemination behaviours of the respondents is concerned, it is found from the perceived ranking of motivators that “perceived quality of products in the video” and “multimedia effect” are mainly the two strongest factors that motivated the participants to forward the video of Amway products.

The study significantly proves that viral advertisement of Amway quality products (home, beauty, and nutrition) established itself as the most effective tool for increasing respondents' awareness about the brand which significantly influenced the purchase intentions of respondents to buy the products advertised therein.

In order to generalize the above stated results, some more factors were also explored which would motivate the respondents to forward viral advertisements belonging to the products of any company. These factors include Content of the Video & Feel Good Factor, Intellectual Stimuli, Multimedia Effect & Simplicity of Task, and Concern for Society. However, the factor: Multimedia Effect and Simplicity of Task is the main motivator which influenced the forwarding intentions of the customers to make an advertisement video 'viral'.

## Managerial Implications

The study provides some implications for the advertisers in order to redesign their advertisements. The advertisers have to focus on quality of the products which a company wants to advertise. Moreover, the products should be promoted in such a way that their qualitative features, which actually would provide a competitive edge over the

other brands in a similar product line, should be highlighted or demonstrated. In addition, the audio and visual effects in an advertisement also increase the effectiveness of the same. Therefore, while designing a viral advertisement, every company has to concentrate on audio and video graphics of an advertisement. The visual effects of the products attract the consumers towards advertisements, which then influences their interests and their intentions to purchase the product or to forward these viral advertisements.

## Limitations of the Study and Scope for Future Research

Since the sample of the study was confined to Jalandhar, Amritsar, and Ludhiana areas of Punjab, the results cannot be generalized for pan - India. The replication of the study in different regions of India would provide more generalized results. In addition to it, the sample of the study comprised of 450 respondents. Therefore, research can be undertaken with a larger sample size (greater than 450 respondents) which would help in ensuring the generalizability of the findings. Furthermore, empirical studies can be conducted to explore some more factors which motivate consumers to share advertisements on the Internet.

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